GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:260
ANSWERED ON:21.03.2005
NEW TOURISM POLICY
Barman Shri Hiten;Veerendra Kumar Shri M.P.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to initiate any New Tourism Policy in the country;

(b) if so, the details thereof;

(c) whether there is an increase in the inflow of foreign tourists in India;

(d) if so, the details thereof;

(e) whether the Government proposes to encourage medical tourism, adventure tourism, heritage tourism; and

(f) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SMT. RENUKA CHOWDHURY)

(a), (b), (c), (d), (e) and (f): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.260 ANSWERED ON 21.03.2005 REGARDING NEW TOURISM POLICY

(a) and (b): The present National Tourism Policy was announced in the year 2002. This policy is subject to constant review and change based on the prevailing domestic and international tourism scenario.

(c): Yes, Sir.

(d): An estimated 3.37 million foreign tourists visited India during the year 2004 compared to 2.73 million during 2003 showing an increase of about 23.5%.

(e) and (f): Yes, Sir. Various initiatives have been taken by the Government in recent times to encourage medical tourism, adventure tourism and heritage tourism. Besides traditional system of medicine like Ayurveda, Yoga, Panchkarma, Rejuvenation Therapy etc., India has world class medical doctors and state-of-the-art medical facilities which are available at much cheaper rates. In order to promote India as a Health Destination, a Task Force has been formed in Ministry of Health & Family Welfare which is looking into various issues. As regards heritage tourism, the Ministry of Tourism has launched an Awareness Campaign `Atithi Devo Bhavah` to promote and preserve heritage and culture specific tourism. The Incredible India campaign lays emphasis on heritage and monuments of India. Adventure tourism is also being promoted in a big way. A brochure has been brought out highlighting the places and facilities available in India for adventure sports like trekking, rock climbing, skiing, hand gliding, para gliding, river rafting, sailing and wind surfing, etc. which has been widely publicized through domestic and overseas tourism offices.